



FOR IMMEDIATE RELEASE

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**HOOKED ON PHONICS[®] CELEBRATES 20TH ANNIVERSARY &
KICKS OFF HOP ACROSS AMERICA TOUR**

Campaign gets parents and kids excited about reading -- \$1 Million+ product donation to First Book and local literacy programs help an estimated 30,000 children learn to read

NEW YORK, August 17, 2007 – Hooked on Phonics[®], the #1 trusted name in teaching kids to read, announced today the launch of the Hooked on Phonics HOP Across America bus tour. Kicking off in New York City, the 10-city tour celebrates Hooked on Phonics' 20th anniversary by bringing to town a specially designed Hooked on Phonics school bus that features the latest reading programs and hot new Hooked on Phonics branded electronic learning toys made by Zizzle. Hooked on Phonics reading experts will also be on board to help parents with tips to get their youngsters excited about reading.

As part of the campaign, Hooked on Phonics is partnering with First Book, a non-profit organization whose main mission is to give children from low-income families the opportunity to read and own their first new books. Hooked on Phonics is donating more than \$1 million worth of reading programs to First Book and to other literacy organizations, institutions, libraries, and local programs to help an estimated 30,000 kids learn to read.

“Through this campaign and partnership with First Book, we’re reinforcing what millions of parents already know – Hooked on Phonics works. We want to continue to help parents and children build a strong reading foundation for their future success,” said Chip Paucek, CEO, Hooked on Phonics. “This campaign is about generating excitement around learning to read. With our new programs and the line of electronic learning toys from Zizzle, we’re giving parents the tools they need to help their kids reach their full potential,” added Paucek.

“We are delighted to partner with Hooked on Phonics and to leverage the great synergy between the goals of this campaign and our mission. First Book strives to make sure that all children have the finest resources to bring the magic of reading into their lives,” said Kyle Zimmer, President, First Book.

Hooked on Phonics HOP Across America Bus Tour Hits 10 Cities from August through October

The Hooked on Phonics HOP Across America bus tour will be present at multiple high traffic venues, events, and retail locations in each market: New York City, Philadelphia, Baltimore, Chicago, Minneapolis, Atlanta, Orlando, New Orleans, Los Angeles, and Dallas. Details, including a tour schedule, are available at www.hookedonphonics.com and www.hopacrossamerica.com.

<u>Cities</u>	<u>Dates</u>
New York	August 18-19
Philadelphia	August 22-23
Baltimore	August 25-26
Chicago	August 29 and 31
Minneapolis	September 3
Orlando	September 8-9
Atlanta	September 15-16
New Orleans	September 22-23
Los Angeles	September 29-31
Dallas	October 7-11

About Hooked on Phonics

Hooked on Phonics is a leading creator of educational products for families that are fun, successful and easy to use. The company works with professional educators, interactive designers, writers, artists and parents to develop step-by-step learning systems that help teach children critical learning skills to help them succeed in school and in life. Hooked on Phonics products are available at major retailers worldwide and online at www.hookedonphonics.com.

About First Book

Founded in 1992, First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. The primary goal of First Book is to work with existing literacy programs to distribute new books to children who, for economic reasons, have little or no access to books. First Book has provided more than 50 million new books to children in need in thousands of communities nationwide. To learn more about First Book visit, www.firstbook.org.

About Zizzle

Zizzle LLC is creating a unique line of Electronic Learning Aids that feature the trusted Hooked on Phonics learning approach with fun, engaging, interactive game play at popular retail prices. The company is also developing a comprehensive line of electronic and traditional toys for 2007 and beyond. Zizzle is the Master Toy Licensee for Disney's Pirates of the Caribbean franchise. In 2005, Zizzle's first product, iZ, was named to Toy Wishes Magazine's Hot Dozen, which is an indicator of the most successful toy sales for the holiday season. The company has developed an arcade pinball machine for home use, a broad line of hand held Electronics Games and many other toys. To learn more about Zizzle visit, www.zizzle.com.

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